



Fundment Platform

Statement of Target Market & Fair Value

Jul 2023

| About this document

This Target Market Statement document is designed to indicate which customers might benefit from a product or service based on their needs, characteristics and objectives in accordance with rules set out in the Product Intervention and Product Governance Sourcebook (PROD), and to assist with obligations under FCA Consumer Duty rules.

Specifically, this document provides details about the Fundment Platform, its identified target market and suitable customer profile, the permissible distribution channel of the Fundment Platform and Fundment's approach to vulnerable customers.

It is important to Fundment that all products and services offered:

- Meet the needs of an identifiable target market;
- Are being recommended to customers that align with the identified target market;
- Deliver good outcomes to help customers achieve their financial objectives; and
- Avoid causing foreseeable harm to customers.

Target Market Statements play a key role in Fundment's approach to product governance and help ensure that the objectives outlined above continue to be met.

Value Assessment

We have carried out an assessment of the Fundment Platform and have concluded that it offers fair value to the specified target market.

In completing this assessment we analysed a combination of factors including our competitors, customer feedback, operational reports and usage of the product. Some of the core data used in the assessment included, but is not limited to:

- Platform charges
- Trade and dealing charges
- Ad hoc charges
- Complaint data
- Trends in outflows
- Support metrics

This Value Assessment is an annual exercise and this document will be updated at least once each year. Additionally, we will monitor the data and trends stated above frequently, with the Product Governance Committee meeting quarterly to ensure that potential harm to consumers is avoided.

Fundment Platform

The Fundment Platform has been designed as an effective and cost-efficient platform service and tool for advisers to work with and on behalf of their clients in the management of holistic solutions, based on the client's medium to long term goals. These solutions can be adapted over time to match the client's varying life stage requirements and their attitude to risk. Customers will typically invest in more than one product or wrapper on the Fundment Platform, through transfer of existing accounts held on other platforms along with making lump sum investments and regular contributions into their accounts.

The Fundment Platform enables customers, with the help of their adviser, to:

- access a digital-first platform with little paper-work requirements to open and operate accounts;
- choose from a wide range of investments managed by either their adviser or a professional discretionary fund manager;
- access a range of tax-efficient products and wrappers in which to hold their investments, such as a Stocks and Shares ISA, Personal Pension, Stocks and Shares Junior ISA, Junior Personal Pension, third party provided Offshore Bond, General Investment Account; and
- monitor the performance of their portfolio at any time.

Distribution

The Fundment Platform is designed for distribution on an advised basis. Advisers must be authorised and regulated by the FCA and have terms of business in place with Fundment before customers are introduced to the products and services of Fundment.

If an adviser's relationship with a customer comes to an end, Fundment will continue to support these customers on an execution only basis, with appropriate access to investments and ongoing support.

Vulnerable customers

Any customer could find themselves in vulnerable circumstances at any time, whether that be on a temporary or permanent basis.

Fundment will aim to ensure that vulnerable customers invested in any of our products or services continue to receive the same fair treatment and outcomes as other customers.

Customer profile

The Fundment Platform might suit customers who:

- are a UK resident (including Crown servants or their spouse or civil partner abroad);
 - are either an individual aged 18 or over, a Company, a Trust, a Charity, or a pension scheme;
 - wish to invest tax-efficiently over the medium to long term (five years or more);
 - are willing and capable of accepting risk to their capital, rather than saving in a bank or building society, with the aim of achieving a better return than cash over time;
 - want to invest for capital growth or income (or a combination of both) and have the ability to move money between assets as needed to meet these objectives.
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The Fundment Platform might **not** suit customers who:

- are a non-UK resident;
- are under the age of 18;
- require access to their investment within the short to medium term (less than five years);
- are not capable or willing to accept the risk of potential investment losses, with no guarantee of their money growing;
- require a targeted rate of return on their investment;
- have no other savings or have significant debt;
- wish to hold a large proportion of their investment in cash;
- require the use of paper-based account opening documents;
- need access to non-standard investment assets not offered on the platform such as property, and complex alternative investments such as unregulated collective investment schemes.

How to contact us

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